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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/874,909	06/05/2001	John E. Carpenter	1129.1101101	3599
28075	7590	12/02/2005		
CROMPTON, SEAGER & TUFTE, LLC 1221 NICOLLET AVENUE SUITE 800 MINNEAPOLIS, MN 55403-2420			EXAMINER JARRETT, SCOTT L	
			ART UNIT	PAPER NUMBER
			3623	

DATE MAILED: 12/02/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/874,909

Applicant(s)

CARPENTER ET AL.

Examiner

Scott L. Jarrett

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 24 October 2005.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-13 and 15-34 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-13 and 15-34 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 24 October 2005 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

### **DETAILED ACTION**

1. This **Final** Office Action is responsive to Applicant's amendment filed October 24, 2005. Currently claims 1-13 and 15-34 are pending.

#### ***Response to Amendment***

2. Applicant's amendment filed on October 24, 2005 with respect to amended claims 1-13 and 15-22, canceled claim 14 and new claims 23-34 necessitated new ground(s) of rejection.

The objection to the drawings in the previous office action is withdrawn in response to the Applicant's submission of corrected drawings.

The objection to the Title in the previous office action is withdrawn in response to the Applicant's amendment to the title.

The objection to the abstract in the previous office action is withdrawn in response to the Applicant's amendment to the abstract.

The objection of claims 1, 14 and 22 in the previous office action is withdrawn in response to the Applicant's amendments to Claims 1 and 22 and cancellation of Claim 14.

The USC 101 rejection of Claims 1-22 in the previous office action is withdrawn in response to the Applicant's amendments to Claims 1-22.

The USC 112 rejection of Claims 10-11 in the previous office action is withdrawn in response to the Applicant's amendments to Claims 10-11.

***Response to Arguments***

3. Applicant's arguments with respect to amended claims 1-13 and 15-22, canceled claim 14 and new claims 23-34 have been considered but are moot in view of the new ground(s) of rejection.

4. It is noted that the applicant did not challenge the Official Notice(s) cited in the First Office Action therefore those statements as presented are herein after prior art. Specifically it has been established that it was old and well known in the art at the time of the invention:

- to estimate (project, forecast, predict, etc.) missing and/or incomplete data utilizing existing data/information via a plurality of mechanisms such as interpolation, extrapolation, models/simulations and the like wherein the purpose of generating (estimating, forecasting, predicting, etc.) the missing/incorrect data includes such things as trend analysis, forecasting, removal of incorrect data or the like (i.e. filling in the gaps in the data in order to create a more complete and/or accurate picture/profile); and

- to restrict access to information, especially personal and/or sensitive information such as the aggregated demographic information utilized by systems (e.g. social security numbers, salary, and the like; the need/desire/requirement to keep user information private and confidential).

***Claim Rejections - 35 USC § 112***

5. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

6. Claims 23 and 32 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention.

Regarding Claims 23 and 32 the disclosure fails to state or teach one of ordinary skill in the art how to include a *layer of confidentiality* protection to an aggregate dataset. Without this disclosure one skilled in the art would be unable to practice the invention without undue experimentation.

Examiner interpreted the phrase layer of confidentiality to include any level of security and/or data protection (e.g. password, dissemination/privacy policy, etc.) for the purposes of examination.

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7. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

8. Claims 28-33 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Regarding Claims 28-33 the disclosure does not clearly define the phrase "system." A system as claimed could contain a plurality of elements and without further definition of the system elements the phrase as claimed vague and indefinite.

***Claim Rejections - 35 USC § 102***

9. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

10. Claims 1-8, 10-12, 22, 28-31 and 33-34 are rejected under 35 U.S.C. 102(b) as being anticipated by Environmental Systems Research Institute Inc.'s (ESRI) ArcView GIS system aspects of which are disclosed in at least the following:

- I. ArcView Business Analyst White Paper (Jan. 2000), herein after reference A;
- II. ArcView GIS Brochure (Mar. 2000), herein after reference B; and
- III. ESRI.com web pages (Feb.-Mar. 2000), herein after reference C.

Regarding Claims 1, 22, 28 and 33-34 ESRI teaches a geographic information system and method for collecting, aggregating and analyzing geographic, demographic and a plurality of other datasets/databases for the purposes of supporting a plurality of business decisions such as customer profiling (e.g. developing demographic profiles wherein users "can see clusters or groups based on criteria that matter to you.", reference B: Page 4), market profiling, store site location, route planning and the like (reference B: Pages 1, 12-14; Figure 4-5).

ESRI further teaches that the ArcView geographical information system (products, applications, methods, etc.) includes a plurality of subsystems/subcomponents including but not limited to: ArcView 3D Analyst, ArcView

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Image Analyst, ArcView Tracking Analyst, ArcView Network Analyst, ArcView Business Analyst, ArcPress for ArcView (reference B: Pages 12-15) as well as a plurality of datasets/databases (ArcData; reference B: Page 18).

More specifically ESRI teaches a method and system for providing demographic information for a geo-demographic cluster area (grouping, zone, ring, set, etc.) within a predefined geographic region comprising:

- providing a plurality of databases/datasets related directly or indirectly to occupants of the predefined geographic region (reference A: consumer profiles, Pages 1, 12-17; Paragraph 2, Page 4; Figure 6; reference B: Pages 8, 10, 18; reference C: Pages 2-4);

- associating (linking, relating, mapping, overlaying, etc.) selected data (information, records, entries, etc.) in the databases with parcels of land (reference A: Pages 1-3; Figure 6; reference B: Figure 5);

- generating household specific demographic profile from the databases (reference A: customer profiles, Pages 1-2, 6; Paragraph 2, Page 5; Figure 6; reference B: Figures 4-5);

- generating an aggregate dataset for at least two geographically adjacent or proximate parcels of land in the predefined geographic region by combining the household demographic profiles (reference A: Page 6; Figure 6; reference B: Figures 4-5);

- outputting selective data from the aggregate dataset (reference A: Page 10; reference B: Pages 4-5, 11, 15; Figures 4-5, 15B).



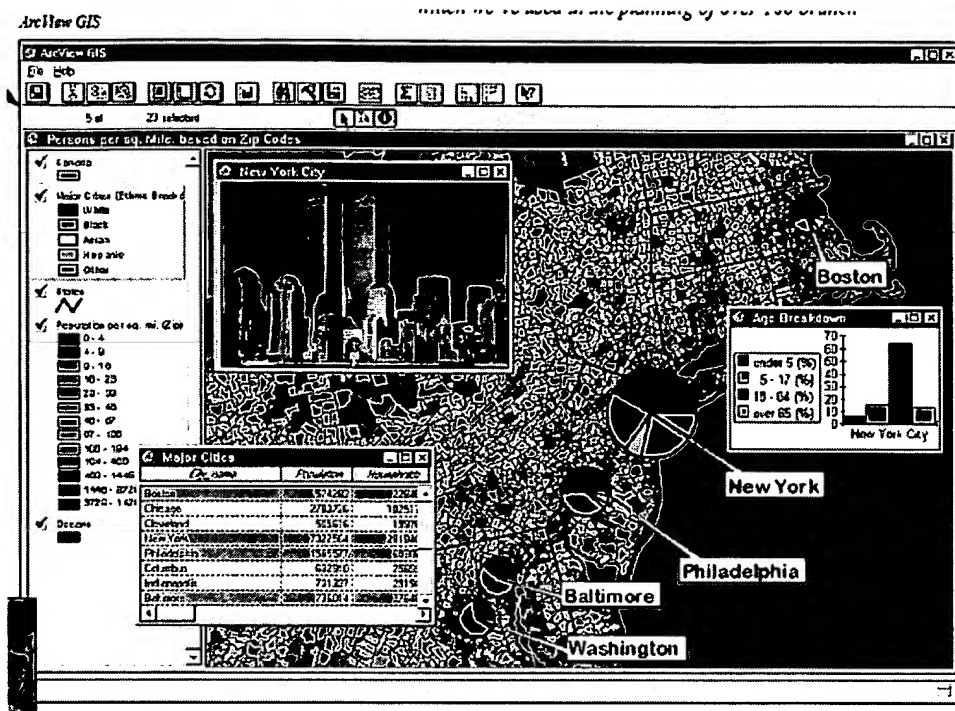


Figure 1: reference B: Figure 5

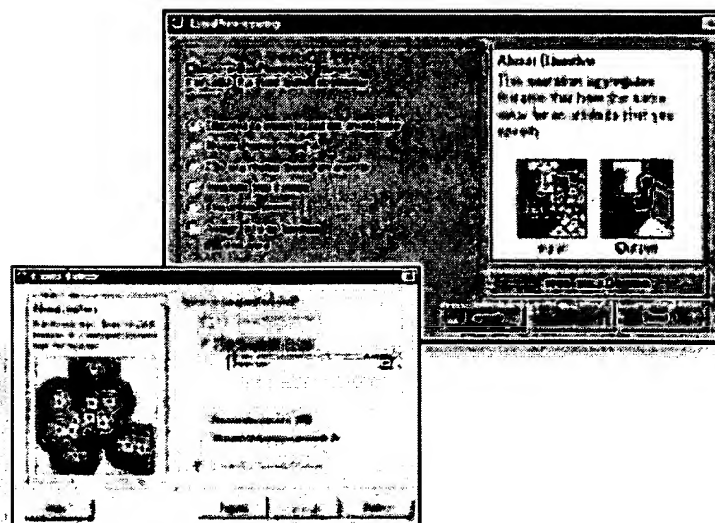


Figure 2: reference B: Projection Utility, Figure 11A

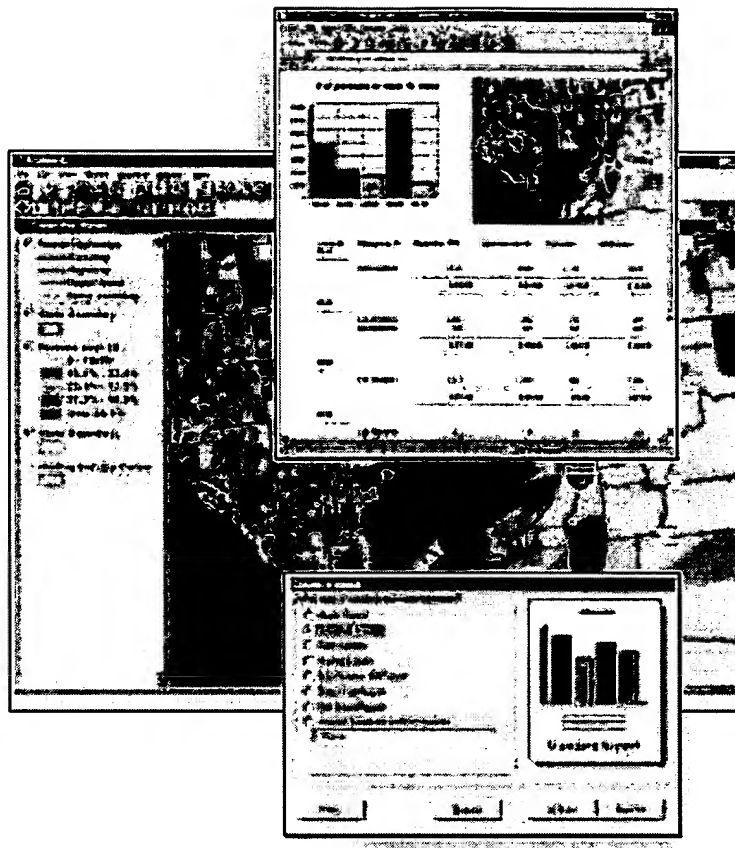


Figure 3: reference B: Report Writer, Figure 11C

Regarding Claims 2 and 29 ESRI teaches a method and system for aggregating and providing demographic information for a geographic region wherein the two geographically adjacent or proximate parcels of land includes two contiguous parcels of land (reference A: Pages 1-2, 6; Paragraph 2, Page 5; Figure 6; reference B: Figures 4-5).

Regarding Claim 3 ESRI teaches a method and system for aggregating and providing demographic information wherein the aggregate dataset includes a union

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(combination, merge, aggregation, etc.) of selected data (records, information, entries, fields, etc.) in the household demographic profiles (reference A: customer profiles, Pages 1-2, 6; Paragraph 2, Page 5; Figure 6; reference B: Figures 4-5).

Regarding Claim 4 ESRI teaches a method and system for aggregating and providing demographic information wherein the aggregate dataset includes one or more data produced/generated by analyzing selected data in the household demographic profiles (reference A: customer profiles, Pages 1-2, 6, 10; Paragraph 2, Page 5; Figure 6; reference B: Pages 4-5, 11, 15; Figures 4-5, 15B).

Regarding Claims 5 and 31 ESRI teaches a method and system for aggregating and providing demographic information wherein the selected data of the aggregate dataset is a summary of the selected data in the household demographic profiles (reference A: Page 10; reference B: Pages 4-5, 11, 15; Figures 4-5, 15B).

Regarding Claim 6 ESRI teaches a method and system for aggregating and providing demographic information wherein at least one data record for the databases identifies one or more occupants in each of the at least two parcels of land (e.g. assign specific customers to stores in order to identify the best customers; reference A: Page 3; Paragraph 2, Page 4; Figure 6; reference B: Figures 4-5).

Regarding Claim 7 ESRI teaches a method and system for aggregating and providing demographic information wherein at least one data record for the databases include a summary of the number of occupants in each of the at least two parcels of land (population; reference A: Pages 12, 14-17).

Regarding Claim 8 ESRI teaches a method and system for aggregating and providing demographic information wherein at least one of the household demographic profiles contains data that cannot be determined by data contained in the first and second databases (e.g. data contained in a third database, generate/calculated data; reference A: Pages 1-2, 6, 10; Paragraph 2, Page 5; Figure 6; reference B: Pages 4-5, 11, 15; Figures 4-5, 15B).

Regarding Claims 10-11 ESRI teaches a method and system for aggregating and providing demographic information further comprising generating data using one or more selected data contained in corresponding household demographic profiles and/or the plurality of databases (reference A: Pages 1-2, 6, 10; Paragraph 2, Page 5; Figure 6; reference B: Pages 4-5, 11, 15; Figures 4-5, 15B).

Regarding Claim 12 ESRI teaches a method and system for aggregating and providing demographic information wherein aggregate dataset contains data that cannot be determined by combining household demographic profiles for each of the at least two parcels of land (e.g. data contained in a third database, generate/calculated data;

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(reference A: customer profiles, Pages 1-2, 6, 10; Paragraph 2, Page 5; Figure 6; reference B: Pages 4-5, 11, 15; Figures 4-5, 15B).

Regarding Claim 30 ESRI teaches a method and system for aggregating and providing demographic information wherein the at least two geographically adjacent or proximate parcels of land includes two non-contiguous parcels of land (reference A: Pages 1-2, 6, 10; Paragraph 2, Page 5; Figure 6; reference B: Pages 4-5, 11, 15; Figures 4-5, 15B).

***Claim Rejections - 35 USC § 103***

11. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

12. Claims 9, 13, 15-21, 23-27 and 32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Environmental Systems Research Institute Inc.'s (ESRI) suite of ArcView GIS systems aspects of which are disclosed in at least the following:

- I. ArcView Business Analyst White Paper (Jan. 2000), herein after reference A;
- II. ArcView GIS Brochure (Mar. 2000), herein after reference B; and
- III. ESRI.com web pages (Feb.-Mar. 2000), herein after reference C

as applied to claims 1-8, 10-12, 22, 28-31 and 33-34 above and further in view of Johnson et al., Protecting Personal Privacy in Using Geographic Information Systems (1994).

Regarding Claims 9 and 13 ESRI teaches a method and system for providing demographic information as discussed above. ESRI further teaches tracking geo-demographic and other information as it evolves/changes over time (ArcView Tracking Analyst; reference B: Page 14) as well as transforming data/datum via a projection utility (reference B: Page 11; Figure 11A).

ESRI does not expressly teach that the aggregated data is generated by projecting from one or more data contained in one or more demographic profiles and/or aggregated datasets as claimed.

Official notice is taken that to estimate (project, forecast, predict, etc.) missing and/or incomplete data utilizing existing data/information via a plurality of mechanisms such as interpolation, extrapolation, models/simulations and the like wherein the purpose of generating (estimating, forecasting, predicting, etc.) the missing/incorrect data includes such things as trend analysis, forecasting, removal of incorrect data and the like (i.e. filling in the gaps in the data in order to create a more complete and/or accurate picture/profile) is old and well known, as cited in the previous office action.

It would have been obvious to one skilled in the art at the time of the invention that the method and system for aggregating and providing demographic information for a geographic region (geo-demographic information) as taught by ESRI would have benefited from generating corrected and/or missing information via a plurality of mechanisms including but not limited to projecting and/or modeling; the resultant system providing a more accurate and complete aggregated dataset of geo-demographic information.

Regarding Claims 15 and 32 ESRI does not expressly teach preventing users from accessing household demographic profiles as claimed.

Johnson et al. teaches a method (approach, policy, principles, guidelines, etc.) for protecting the personal privacy contained in geographic information systems (layer of confidentiality protection, security, data privacy, etc.), in an analogous art of geographic information aggregation and analysis for the purposes of addressing the plurality of privacy concerns raised by the widespread use and reach of GIS (Abstract; privacy – Page 12, Section 6 Privacy Protection Guidelines; Page 16, Section 6.6 NII Working Group on Privacy; Page 18, Section 7 Privacy Protection Principles for the GIS Community; security – Pages 14, 20).

More generally Johnson et al. teaches the widespread use and commercial availability of a plurality of geographic information systems wherein such systems have the ability and goal of collecting and analyzing a nearly limitless range of personal information (Page 2) for the purposes of providing a wealth of information that can be used to provide and/or develop new and innovative systems/services/products (Johnson et al.: Paragraph 2, Page 9).

It would have been obvious to one skilled in the art at the time of the invention that the system and method for aggregating and providing geo-demographic information as taught by ESRI would have benefited from preventing users from accessing personal/household information (layer of protection, security, privacy) utilizing a plurality of methods including but not limited to implementing an information privacy/dissemination policy in view of the teachings of Johnson et al.; the resultant



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system ensuring household/personal information remains confidential/private while enabling business/government to use the information to provide better services/products (Johnson et al.: Paragraph 2, Page 19).

Regarding Claims 16-21 ESRI teaches a geographic information system and method for aggregating and providing a plurality of aggregated data wherein the aggregated dataset comprises a plurality of information resources (databases, data stores, etc.) including but not limited to a plurality of commercial, public and governmental datasets (postal, ZIP+4, sales, roads/highways, census, demographic, etc.; reference A: Pages 1, 12-17; Paragraph 2, Page 4; Figure 6; reference B: Pages 8, 10, 18; reference C: Pages 2-4).

ESRI does not expressly teach each of the plurality of specific datasets as claimed.

Johnson et al. teach pervasive use of a plurality of datasets as part of a geographic information system including at least the following (Paragraph 3, Page 2, Page 8): shopping habits (Paragraph 3, Page 2), census (Paragraph 3, Page 6), cadastral ("the household level data that ties ownership information to the location and physical attributes of the land", Paragraph 4, Page 6), department of motor vehicle (Paragraph 3, Page 7) and household/individual (zip, address, income, smoking habits,

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magazine subscriptions, lifestyle, tax, age, children's ages, marital status, gender, ethnicity, religion, veteran status, social security number, etc.; Paragraphs 2-3, Page 8).

It would have been obvious to one skilled in the art at the time of the invention that the system and method for aggregating and providing a plurality of demographic information as taught by ESRI with its utilization of a plurality of user defined/selected datasets/databases would have benefited from utilizing the plurality of well known datasets/databases such as driver license, department of motor vehicle, tax and the like in view of the teachings of Johnson et al.; the resultant system providing a wealth of information that can be used to provide and/or develop new and innovative systems/services/products (Johnson et al.: Paragraph 2, Page 9).

Further it is noted that while ESRI does not expressly teach utilizing all of the specific datasets/databases recited in Claims 16-21; these differences are only found in the non-functional descriptive material and are not functionally involved in the steps recited nor do they alter the recited structural elements. The recited method steps would be performed the same regardless of the specific datasets/databases utilized. Further, the structural elements remain the same regardless of the specific datasets/databases utilized. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, *see In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994); MPEP 2106.

Regarding Claim 23, claim 23 recites similar limitations to Claims 1, 22, 228, 34 and 15 and is therefore rejected using the same art and rationale as applied in the rejection of Claims 1, 22, 228, 34 and 15.

Regarding Claims 24-27 ESRI teaches a system and method for aggregating and providing geo-demographic information within a plurality of user definable ranges (e.g. number of households, county, region, ring, driving distance, etc.; reference A: Pages 4-6; reference B: Pages 5, 9-10; Figure 5).

ESRI does not expressly teach utilizing each of the specific number/ranges of households recited in claims 24-27; however these differences are only found in the non-functional descriptive material and are not functionally involved in the steps recited nor do they alter the recited structural elements. The recited method steps would be performed the same regardless of the specific number/ranges of households utilized. Further, the structural elements remain the same regardless of the specific number/ranges of households utilized. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, *see In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994); MPEP 2106.

***Conclusion***

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Riordan et al., U.S. Patent No. 6,078,891, teach a system and method for aggregating and analyzing a plurality of datasets/databases for the purposes of analyzing marketing data.

- Bailey, William, U.S. Patent No. 6,604,083, teaches a geographic information system and method for providing demographic profiles for geo-demographic areas within predetermined regions.

- Goss, We know who you are and we know where you live (1995) teaches the widespread use of geo-demographic information and geographic information systems by businesses and the government. Goss further teaches that these methods/systems aggregate and analyze a nearly endless array of information. Goss further teaches the need and efforts to protect individual privacy in geographic information systems.

- Johnson et al., GIS Dissemination Policy (1996) teach the utilization of dissemination policies for geographic information systems (i.e. security, layer of protection) as well as a suggested dissemination policy/approach.

- Divis, Dee Ann, Privacy for GIS Information Parts I and II (1998, 1999) teaches that geographic information systems aggregate, analyze (e.g. data mining) and provide a plurality of information from a plurality of datasets (e.g. demographic profiles; driving license, cadastral, insurance, social security, etc.) in order to "create increasingly sophisticated dossiers about individuals." Divis further teaches efforts to protect individual's privacy in geographic information systems.

- Culpepper, Desktop GIS for Business Geographics (1998) teaches the commercial availability and widespread utilization of a plurality of geographic information systems (i.e. systems/methods for providing demographic and other geography related information).

- Foster, Theresa, MetroGIS Technical Advisory Team Meeting Summary (1999) discloses the applicants, as part of InSight Mapping and Demographics, developing and providing of professional advice/consulting services related to a geo-demographic system; specifically the meeting minutes disclose the applicant's detailing of the

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method/process/approach utilized by the project to protect the privacy of the geo-demographic data.

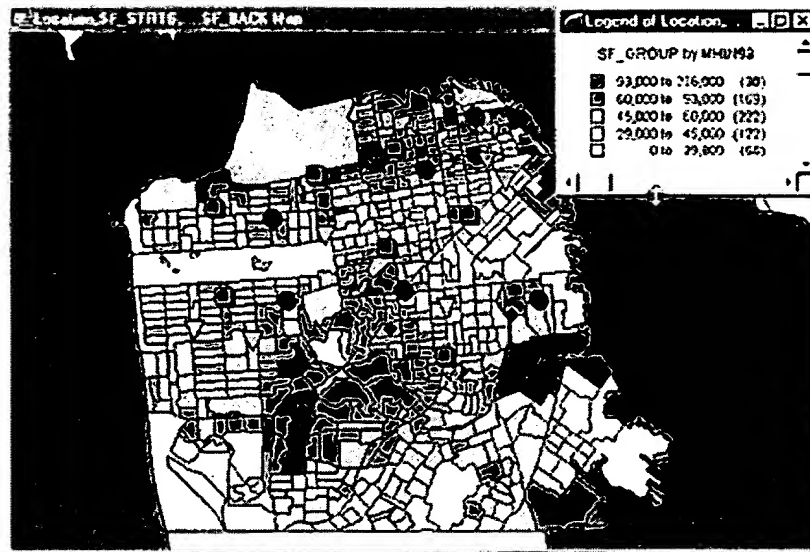
- Haque, Akhlaque, GIS public service and the issue of democratic governance (2001) teaches the widespread and well known utilization of geographic information systems. More specifically Haque teaches the potential societal impacts, both positive and negative, of GIS particularly pointing out the legal and societal issues related to the dissemination of geo-demographic information (i.e. the need to protect personal privacy by controlling access).

- Ormsby et al., Extending ArcViewGIS (1999) teach a system and method for providing demographic information for a geo-demographic cluster area within a predefined geographic region.

- Mitchell, Andy, The ESRI Guide to GIS Analysis teaches the analysis of geographic information utilizing a well known GIS system and method.

- Breslin et al., Getting to Know ArcViewGIS (1999) teach a geographic information system and method for aggregating, analyzing and providing a plurality of geographic information including but not limited to geo-demographic information.

- Daniel et al., Inside MapInfo Professional 3<sup>rd</sup> Edition (2001) teach a commercially available and widely used system and method for providing demographic information for a plurality of geo-demographic clusters/areas within a plurality of predefined regions by integrating, aggregating and analyzing a plurality of datasets/databases (Page 258).



*Ranges thematic map showing median household income by block group.*

- ESRI Data & Maps White Paper (1999) teaches a geographic information system and method that utilizes/integrates/aggregates a plurality of datasets/databases (world, country, household, places, census, demographics, telephone, zip code, etc.).

- Power Your Business with ESRI GIS White Paper (1999) teaches a system and method for providing (aggregating and analyzing) geo-demographic information for a plurality of areas/clusters/regions wherein the system utilizes a plurality of corporate, government and "complimentary" datasets/databases (postal, sales, census, etc.) to gain business insights.

- Caliper.com Web Pages (Feb. 1997) teaches a commercially available system and method for providing geo-demographic information utilizing a plurality of datasets/databases.

- MapInfo.com Web Pages – Map Gallery (1997) teaches the public use of a geographic information system to analyze and support a plurality of business functions including the analysis of household demographic profiles.

- Caliper.com Web Pages (Feb. 1999) teaches a geographic information system (Maptitude) wherein a plurality of data is aggregated and analyzed in the support of plurality of business decisions.

- MapInfo.com Web Pages (May 1999) teaches a geographic information decision support system wherein geographic, demographic, census and a plurality of other data is aggregated and analyzed at a plurality of levels (household, region, county, state, country, etc.) for the purposes of supporting a plurality of business decisions including but not limited to territory management, site selection, target marketing, prospect analysis and the like.

- ESRI.com Web Pages (Mar. 2000) teaches a system and method for providing demographic information for geo-demographic clusters/areas within a predetermined region wherein the system provides a plurality of datasets.

- Caliper.com Web Pages (Aug. 2000) teaches the commercial availability and public use of a system and method for providing demographic information for geo-demographic cluster areas within a predetermined geographic region (Maptitude) utilizing a plurality of datasets/databases for the purposes of supporting a plurality of business decisions. The web pages more specifically teach utilizing the geo-demographic system and method as a "complete redistricting solution" through the analysis and aggregation of voting, demographic, geographic, school, census and a plurality of other datasets. The web pages further teaches that the system/method enables users to protect access to the geo-demographic information (e.g. password protection).



Any inquiry concerning this communication or earlier communications from the examiner should be directed to Scott L. Jarrett whose telephone number is (571) 272-7033. The examiner can normally be reached on Monday-Friday, 8:00AM - 5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hafiz Tariq can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

  
SJ

11/21/2005

  
TARIQ R. HAFIZ  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 3600